



CHOOSE CHICAGO

INTERNSHIP POSITION
Media Relations Department

INTRODUCTION

A good media relations internship can give you a boost up the career ladder. Internships let you see how you like the work and how the work likes you. Internships may not be the most glamorous title in an office, but if you find the right opening, you can try your hand at writing press releases, working on media events, developing media content and contacts, researching media requests and more. Show your stuff and make your mark. Meet the movers and shakers in your community. You can also get academic credit for it.

WHO WE ARE, WHAT WE DO

Choose Chicago is the official sales and marketing organization responsible for promoting Chicago as a global visitor and meetings destination, leveraging the city's unmatched assets to ensure the economic vitality of the city and its member business community. Follow @choosechicago on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [TikTok](#) and tag #ChicaGOandKNOW. For more information, visit choosechicago.com.

The Media (+Influencer) Relations team generates print, online, social and broadcast earned media coverage of the destination. Proactive strategies include writing and distributing press releases and pitches, hosting group press/influencer trips and individual media/influencer visits, traveling in market to attend media marketplaces, hosting experiential media events/receptions, and more. The dynamic team story-tells across the globe to domestic and international journalists & influencers and hosts targeted media/influencers in Chicago to experience first-hand all that the destination offers so they continue to inspire their fans, friends, followers, readers and viewers on traveling to Chicago, the Best Big City in the U.S.

INTERNSHIP OVERVIEW

Choose Chicago is seeking a qualified intern who is able to work a minimum of 24 hours per week with the Media Relations team, providing administrative and coordination support to the Media Relations department in generating worldwide media coverage for Chicago as a must-see destination, and in raising awareness of Choose Chicago among partners and stakeholders. This internship is an opportunity to provide a college/university student to combine academic learning with actual experience in a work environment where the student has the opportunity to apply concepts and principles learned in the classroom. Choose Chicago will provide guidance and support to allow the student to develop knowledge about Media Relations.

REPORTS TO: Vice President, Media Relations and other team members (i.e. coordinator)

RESPONSIBILITIES

- Assist with project coordination and logistics (i.e. media visits and press tours, in-market missions, promotions, media marketplaces, events, fact-checking and research, inquiries, image/video fulfillment, shipping, etc.)
- Track and share media coverage
- Research media outlets, editors, freelancers, influencers, broadcasters in target markets
- Keep up to date on information and happenings in the destination
- Contribute to development of story angles and ideas and media outreach initiatives
- Liaise directly with partner organizations and/or suppliers to support media inquiries, media visits and other needs
- Perform follow-up actions on specific programs and meetings
- Draft press releases, story pitches, what's new, and market-specific fact sheets for media
- Develop custom travel itineraries for individual media visits and group press tours
- Coordinate media requests and itinerary support with partners, including media transportation
- Prepare welcome bags and press kits for visiting media
- Update What's New press release and other press/news releases as required
- Interface with other departments as needed for special projects
- Perform other media relations departmental duties as assigned

REQUIREMENTS

- Junior or senior college/university student majoring in Public/Media Relations or Communications
- Fluent in English (other languages such as French, German, Spanish, Portuguese) a plus
- Excellent written and verbal communication and interpersonal skills for frequent interaction with clients
- Exceptional writing, spelling, punctuation and English grammar skills
- Ability to establish priorities, meet deadlines and effectively manage multiple projects
- Demonstrate ability to manage multiple and conflicting demands, be organized and meet tight deadlines in a fast-paced environment
- Ability to adapt quickly to situations and manage multiple partner/stakeholder demands
- Proficiency in computer applications including Microsoft Office (Word, Excel, Outlook, PowerPoint), Adobe, Photoshop
- Knowledge of Chicago hotels, venues, attractions, restaurants and neighborhoods
- A high degree of confidentiality, discretion and sound judgment
- Strong attention to detail, self-motivated, organized and flexible work style
- Represent Chicago in a professional manner with internal and external clients
- Take initiative and work with minimal supervision
- Type 30 correct words per minute
- Ability to proofread alpha and numeric data
- Ability to work cooperatively and communicate effectively with a positive attitude
- Good and consistent attendance record
- Able to maintain composure under stress.

Intern Period: June through August 2023
Hours: Work minimum 24 hours per week
Positions Open: One (1)
Office Location: Choose Chicago, 301 East Cermak Road, Chicago, IL 60616
Wages: \$17.00/hour

****Submit resume to resumes@choosechicago.com with subject line Media Relations Internship.**

Choose Chicago conforms to all the laws, statutes, and regulations concerning Equal Employment Opportunity and Affirmative Action. We strongly encourage Women, Minorities, Individuals with Disabilities, and Veterans to apply to all of our job openings. We are an Equal Opportunity Employer and all qualified Applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, genetic Information & testing, Family & Medical Leave, sexual orientation and gender identity or expression, protected Veteran status, or any other characteristic protected by law.